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ABSTRACT OF THE DISCLOSURE

AD White or colored pigments which do not suffer from color tone or hiding performances thereof even when the surface is moistened with water or oil, ~~without spoiling coloring performance or hiding performance of the pigments themselves.~~ are manufactured by preparing a dispersion of pigment particles, and adding to the dispersion of the pigment particles a silicic acid solution, or hydrolytic organic silicon compound or organic aluminum compound to form coating films on the pigment particles. The coating film has ~~These pigments are surface-coated with an inorganic compound having the refractive index of 1.8 or below. The inorganic compound is preferably silicon oxide, and the pigments are preferably inorganic pigments comprising titanium oxide, zinc oxide, or iron oxide.~~ The cosmetics of ~~the invention~~ are blended with the pigments therein.

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